

**DUTY STATEMENT**

Employee Name:	Position Number: 580-020-2885-XXX
Classification: Graphic Designer II	Tenure/Time Base: Permanent/Full Time
Working Title: Graphic Designer	Work Location: 1615 Capitol Ave., Sacramento, CA 95814
Collective Bargaining Unit: R14	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Executive/Director's Office	Branch/Section/Unit: Office of Communications

All employees shall possess the general qualifications, as described in California Code of Regulations Title 2, Section 172, which include, but are not limited to integrity, honesty, dependability, thoroughness, accuracy, good judgment, initiative, resourcefulness, and the ability to work cooperatively with others.

This position requires the incumbent to maintain consistent and regular attendance; communicate effectively (orally and in writing) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and, adhere to departmental policies and procedures.

**Competencies**

The competencies required for this position are found on the classification specification for the classification noted above. Classification specifications are located on the [California Department of Human Resources' Job Descriptions webpage](#).

**Job Summary**

This position supports the California Department of Public Health's (CDPH) mission and strategic plan by providing the graphical and print execution of a variety of online publishing, multimedia, and other mediums to support internal and external communications and programs for CDPH.

The incumbent works under the direction of the Staff Services Manager III, Web Team Manager. The Graphic Designer II creates state-of-the-art graphic design and produces static and computer animation graphic designs for a mix of project types. The Graphic Designer II provides expertise and understanding of effective 2D and 3D computer animation, static illustration design, photography editing, typography, story boarding, and the creation of graphic and animated social media content. The incumbent is responsible for asset creation and project development required for CDPH programs across all centers and offices, as well as collaboration with external marketing agencies and stakeholders. Performs special projects as required.

**Special Requirements**

- ☐ Conflict of Interest (COI)
- ☐ Background Check and/or Fingerprinting Clearance

- ☐ Medical Clearance
- ☒ Travel: In state up to 10% of the time
- ☐ Bilingual: Pass a State written and/or verbal proficiency exam in
- ☐ License/Certification:
- ☐ Other:

### Essential Functions (including percentage of time)

- 40% Creates social media and public website content utilizing the latest Adobe digital content creation software, employing state-of-the-art graphic design techniques, theories, and processes with current and evolving design and social media trends in 2D/3D animation, motion graphics, animated text, and stop motion animation for CSL digital properties (websites, mobile app, email), CDPH social media channels (Facebook, Instagram, YouTube, Twitter, etc.), and marketing campaigns. Partner with all CDPH centers and offices to create media content for PSAs, communications to the general public and stakeholder, social media marketing content, and presentations. Designs ideas from beginning to end including the use of story boards and scripting. Applies artistic judgment and skill using digital content creation software such as Adobe After Effects, Illustrator, Photoshop, Lightroom, InDesign, Animate as well as motion graphic animation software like Cinema 4D and Blender to compose and blend a mixture of multimedia assets for graphics, video content, and printed material. Utilizes strong typography, layout, color theory, conceptual design, and grammar skills.
- 20% Creates infographic and static graphic design elements on software programs listed above to support the graphics needs for the CDPH external and internal websites, social media, the Office of Communications, as well as all other CDPH programs and initiatives. Utilizes principles of graphic design and techniques of interpreting statistical data to create multimedia content that brings to life the goals, objectives and initiatives of CDPH.
- 20% Provides still photography services for CDPH needs, including web and social media marketing assets, headshots, documentation of CDPH events, spotlights on individual employees for internal website. Shoots, edits, and performs video content creation on a variety of topics for internal or external use. Assists in maintaining and operating the audio-visual equipment at CDPH and assist in training staff on the use of equipment as needed. Travel throughout the state may be required.
- 15% Analyzes graphic design needs to achieve desired outcomes. Determines the best medium for production or presentation. Stays up to date on the latest graphic design tools and technologies that may benefit the department.

<b>Marginal Functions (including percentage of time)</b>
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5%                      Participates in other duties as assigned to maintain the efficient operations of the Office of Communications.

I certify this duty statement represents an accurate description of the essential functions of this position. I have discussed the duties and have provided a copy of this duty statement to the employee named above.	I have read and understand the duties and requirements listed above, and am able to perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation may be necessary, or if unsure of a need for reasonable accommodation, inform the hiring supervisor.)
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Supervisor's Name:	Date	Employee's Name:	Date
Supervisor's Signature	Date	Employee's Signature	Date
<b>HRD Use Only:</b> Approved By: EJ	Date 11/22/22		